IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): An apparatus for recording and reproducing a broadcast program, comprising:

a receiver configured to receive program content data broadcasted, the program content[[s]] data including ~~viewer response request information~~ commercial content data, the commercial content data including commercial identify information, the commercial identify information including a commercial identifier and a server address of a commercial audience response control server;

a memory configured to record the program content data received by said receiver;

a decoder configured to decode the program content data in case of reproducing the program content data stored in said memory, and to extract the ~~response request~~ commercial identify information from the decoded program content data; ~~and~~

a presentation unit configured to inform a viewer of the commercial identify information in case of reproducing the commercial content data; and

a sending unit configured to ~~send an item to be counted in response to the viewer's response to the response request information~~ create commercial audience response information in response to the viewer's selection for the commercial identify information, the commercial audience response information including the commercial identifier and an identifier of said apparatus, and to send the commercial audience response information to the commercial audience response control server.

2

Claim 2 (Currently Amended): The apparatus according to claim 1,

wherein the ~~program content data includes commercial content data, and the~~ ~~commercial content data includes commercial identify information as the response request~~ ~~information~~ commercial identify information is multiplexed on the commercial content data.

Claim 3 (Currently Amended): The apparatus according to claim 2, wherein the commercial identify information includes ~~a commercial identifier, a server address of a~~ ~~commercial audience response control server,~~ an available day as an effective term, a company name as a commercial sponsor, and a commercial name as a title.

Claim 4 (Original): The apparatus according to claim 3,

wherein the program content data are previously encoded as a bit stream of each picture by predetermined coding order in case of broadcastly distributing, and

wherein the commercial identify information is divided into a plurality of elements as response user data, and each element is sequentially inserted on arbitrary pictures of encoded commercial contents data.

Claim 5 (Original): The apparatus according to claim 4,

wherein said decoder sequentially extracts each element from the arbitrary picture of decoded commercial content data, and regenerates the commercial identify information by combining the plurality of elements.

Claim 6 (Original): The apparatus according to claim 5, further comprising a program response information memory configured to store the commercial identify information with a non-response flag if the available day in the commercial identify information is effective and the same commercial identify information is not already stored.

3

Claim 7 (Currently Amended): The apparatus according to claim 6,

~~further comprising a~~ wherein said presentation unit presents a message or a sound that the commercial identify information is ~~configured to inform the viewer of the response request information as the commercial identify information~~ included in the commercial contents data while the commercial contents data is reproducing.

Claim 8 (Original): The apparatus according to claim 7,

wherein said presentation unit displays a list of the commercial identify information corresponding to the non-response flag, and

further comprising a response operation unit configured for the viewer to select the commercial identify information to be responded to from the list.

Claim 9 (Currently Amended): The apparatus according to claim 8,

wherein ~~said sending unit creates commercial audience response information including~~ the commercial audience response information includes the commercial identifier of the commercial identify information selected by said response operation unit and, ~~an~~ the identifier of said apparatus ~~for reproducing the commercial contents data~~ and a user identifier of the viewer through said response operation unit .

Claim 10 (Currently Amended): The apparatus according to claim 9,

~~wherein~~ when said sending unit sends the commercial audience response information to the commercial audience response control server ~~corresponding to the server address in~~ said program response information memory stores the commercial identify information ~~selected by said response operation unit~~ and the user identifier.

4

Claim 11 (Currently Amended): The apparatus according to claim [[9]] 10,

wherein the commercial audience response information additionally includes a user

identifier of the viewer when said response operation unit selects commercial identify

information from the list, if said program response information memory already stores the

commercial identify information and a user identifier of a viewer through said response

operation unit, said sending unit does not create the commercial audience response

information.

Claim 12 (Currently Amended): A method for recording and reproducing a broadcast

program in an apparatus, comprising:

receiving program content[[s]] data broadcasted, the program content data including

viewer response request information commercial content data, the commercial content data

including commercial identify information, the commercial identify information including a

commercial identifier and a server address of a commercial audience response control server;

recording the program content data received at the receiving step in a memory;

decoding the program content data in case of reproducing the program content data

recorded in said memory;

extracting the response request commercial identify information from the decoded

program content data; and

sending an item to be counted in response to the viewer's response to the response

request information informing a viewer of the commercial identify information in case of

reproducing the commercial content data;

creating commercial audience response information in response to the viewer's

selection for the commercial identify information, the commercial audience response

information including the commercial identifier and an identifier of said apparatus; and

sending the commercial audience response information to the commercial audience

response control server.

Claim 13 (Currently Amended): The method according to claim 12,

wherein the ~~program content data includes commercial content data, and the~~

~~commercial content data includes~~ commercial identify information ~~as the response request~~

~~information~~ is multiplexed on the commercial content data.

Claim 14 (Currently Amended): The method according to claim 13, wherein the

commercial identify information includes ~~a commercial identifier, a server address of a~~

~~commercial audience response control server,~~ an available day as an effective term, a

company name as a commercial sponsor, and a commercial name as a title.

Claim 15 (Original): The method according to claim 14,

wherein the program content data are previously encoded as a bit stream of each

picture by predetermined coding order in case of broadcastly distributing, and

wherein the commercial identify information is divided into a plurality of elements as

response user data, and each element is sequentially inserted on arbitrary pictures of encoded

commercial contents data.

Claim 16 (Original): The method according to claim 15,

at the decoding step, further comprising: sequentially extracting each element from

the arbitrary picture of decoded commercial contents data; and

regenerating the commercial identify information by combining the plurality of

elements.

6

Claim 17 (Original): The method according to claim 16, further comprising:

storing the commercial identify information with a non-response flag if the available day in the commercial identify information is effective and the same commercial identify information is not already stored.

Claim 18 (Currently Amended): The method according to claim 17, further comprising:

~~informing the viewer of the response request information as the commercial identify information~~ presenting a message or a sound that the commercial identify information is included in the commercial content[[s]] data while the commercial contents data is reproducing.

Claim 19 (Original): The method according to claim 18, further comprising:

displaying a list of the commercial identify information corresponding to the non-response flag, and

selecting the commercial identify information to be responded to from the list in response to the viewer's operation.

Claim 20 (Currently Amended): The method according to claim 19, at the sending step, further comprising:

creating commercial audience response information including the commercial identifier of the selected commercial identify information ~~and an~~ the identifier of ~~an~~ said apparatus ~~for reproducing the commercial content data,~~ and a user identifier of the viewer.

Claim 21 (Currently Amended): The method according to claim 20, at the sending step, further comprising:

7

~~sending the commercial audience response information to the commercial audience~~

~~response control server corresponding to the server address in the selected commercial~~

~~identify information~~ when the commercial audience response information is sent to the

commercial audience response control server, storing the commercial identify information

and the user identifier in a program response information memory.

Claim 22 (Currently Amended): The method according to claim ~~20~~ 21,

when commercial identify information is selected by a reviewer from the list, if said

program response information memory already stores the commercial identify information

and a user identifier of the viewer, ~~wherein~~ the commercial audience response information

~~additionally includes a user identifier of the viewer~~ is not created.

Claim 23 (Currently Amended): A computer program product for use with a

computer, comprising:

a computer usable medium having computer readable program code embodied in said

medium for causing said computer to record and reproduce a broadcast program, said

computer readable program code having:

computer readable program code to receive program content data broadcasted, the

program content[[s]] data including ~~viewer response request information~~ commercial content

data, the commercial content data including commercial identify information, the commercial

identify information including a commercial identifier and a server address of a commercial

audience response control server;

computer readable program code to record the program content data in a memory;

computer readable program code to decode the program content data in case of

reproducing the program content data recorded in said memory;

computer readable program code to extract the ~~response request~~ commercial identify information from decoded program content data; ~~and~~

computer readable program code to inform a viewer of the commercial identify information in case of reproducing a commercial content data;

computer readable program code to create commercial audience response information in response to the viewer selection for the commercial identify information, the commercial audience response information including the commercial identifier and an identifier of said computer; and

computer readable program code to send ~~an item to be counted in response to the viewer's response to the response request information~~ the commercial audience response information to the commercial audience control server.